

ARTICLE 1

ONE HOLLYWOOD PRODUCER HAS HIGH HOPES HIS FILMS WILL CHANGE THE WORLD

By MELBA NEWSOME/ LOS ANGELES

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(abridged)

By the time Jeff Skoll, CEO of the newly formed film company Participant Productions, got the script for *Good Night, and Good Luck*--about the showdown between heralded 1950s news anchor Edward R. Murrow and infamous communist witch hunter Joseph McCarthy--it had been turned down by every studio in Hollywood. "Once I started to learn about McCarthyism and about what Murrow did, the story struck me as very relevant to what's going on today with this Administration and things like the Patriot Act," says Canadian-born Skoll.

Skoll isn't just any filmmaker. He's a cofounder of eBay, who retired at 35 with a reported \$2 billion in his pocket. Like most other entrepreneurs who have made their first billion before 35, the boyish-looking Skoll is an intensely driven man. These days Skoll's primary objective is not to make money but rather to spend what he has pursuing such lofty ideals as government accountability and social and economic justice.

Skoll is no novice to philanthropy or quixotic causes. As eBay's first president, he created the eBay Foundation with a donation of 107,250 shares of pre-ipo stock to fund community organizations and provide grants to a variety of non-profit groups. His \$600 million Skoll Foundation awards up to 18 grants each year, ranging from \$500,000 to \$1 million, to midlevel social entrepreneurs. But when Skoll opened Participant Productions in January 2004 and announced his intention to cure what ails the world through film, even his greatest admirers predicted the billionaire would soon be downsizing to a mere millionaire. Skoll was undeterred. "I believe that people are basically good and want to do good things, and this was a way to help them do that," he says. "Traditionally, people come to Hollywood for financial reasons, or they think it's glamorous. I'm doing this because I believe that movies and documentaries can be a wonderful pathway to change the world."

Although Skoll has the final say on which movies get the green light, he has assembled a team of veteran Hollywood executives who share his vision to oversee the day-to-day operation of Participant's documentary and narrative-feature divisions. "I was definitely inspired by his passion and belief that this could be successful," says Participant president Ricky Strauss. "The idea of working on movies that mattered, with social relevance, was exciting and intoxicating."

Good Night, and Good Luck, *North Country* and *Syriana* came out of Participant's partnership with Warner Bros. Entertainment (a division of Time Warner, which owns TIME). "I know these movies carry more risk than something like *Dukes of Hazzard*, but they are movies with a purpose," says Warner Bros. president and coo Alan Horn.[...] So far it's unclear whether the risks are paying off--at least financially. The black-and-white quasi-biopic *Good Night, and Good Luck* cost a modest \$7 million and has earned \$18 million at the box office to date. But *North Country*, the story of a single mother whose barbaric treatment in a Minnesota mine leads to the first sexual-harassment class action in the country, has been a commercial disappointment, so far recouping just half its \$35 million budget.

Skoll has much bigger ambitions than making money, though. He hopes inspired viewers will

take steps to bring about change. With each movie release, the company's partner website, Participate.net, provides viewers with a way to get involved. Working in partnership with the a.c.l.u., Channel One, pbs, Salon.com and Satellite Radio, the "Report It Now" campaign (a takeoff on Murrow's 1950s cbs News program See It Now) asks viewers to report important stories ignored or overlooked by the media. The larger purpose, according to the website, is to "compel the media to get back to reporting in the public interest." For North Country, Participant joined forces with the Family Violence Prevention Fund, the Feminist Majority Foundation and now to launch "Stand Up," an action campaign that asks viewers to lobby Congress to renew the Violence Against Women Act and that challenges them to implement and support other anti-harassment practices at home, at school and in the workplace.

Skoll's bet on movies with a message may pay off yet. *Syriana*, Participant's venture with Clooney, ... looks at the danger of U.S. reliance on Middle Eastern oil. The film may earn back its investment. But Skoll cares even more about its spurring a serious discussion on alternative energy. In partnership with the Natural Resources Defense Council, the Sierra Club and Terra Pass, Skoll asks viewers to lobby Congress for more investments in renewable energy and presents ways to reduce oil dependence. With three movies under his belt--and a box-office hit or two--Skoll may now persuade even the most profit-hungry investors to join his crusade to change the world.

ARTICLE 2

MUSICIANS AS PHILANTHROPISTS

05/15/06 COUNTRY KICKERS - HIGHLIGHTS & LOWDOWN

[From www.neighborskeeper.org]

(abridged)

Tim McGraw and Faith Hill are putting their money where their mouth is. Just two months after going public with their frustration about the rescue and cleanup efforts in the aftermath of Hurricane Katrina, the couple has just announced a "Soul2Soul II" tour appearance in New Orleans at the New Orleans Arena on July 5. One hundred percent of the net proceeds from the concert will be donated by Tim and Faith's newly established Neighbors Keeper Foundation to organizations that are in need of goods, services and finances to assist individuals still suffering from the effects of Hurricane Katrina.

Tim speaks passionately about the effect of the disaster in his home state of Louisiana:

"Right after it happened I went down to New Orleans and spent a lot of time in Showmet down in St. Bernard Parish. It was a hundred percent devastated, everything there was gone. They were still rescuing people off the roofs and stuff when I was down there... And you know, visiting the shelters and seeing the families that lost their loved ones and got separated and couldn't find each other... it's hard not to get political here... I do not understand how we could not have done a better job and still can't do a better job."

Tim and Faith are hopeful that the concert will bring a spirit of renewal to the residents of New Orleans and the surrounding area. As part of that effort, organizers have lowered the usual "Soul2Soul II" tour ticket prices to between \$20 and \$85, and Tim and Faith have insisted on distributing half the floor seats to volunteers in the area.

ARTICLE 3

INTERVIEW - Bono Says He Has Matured as Aid Campaigner

2006-05-25 [From <http://news.moneycontrol.com/>]

By Lesley Wroughton

(abridged)

ACCRA, Ghana (Reuters) - Irish rock star Bono said he has matured as an aid campaigner during the four years he has toured the world raising money and awareness about the plight of millions of people in sub-Saharan Africa. He has learned that convincing rich nations to open the spigot and flood the continent with money won't solve its problems. He has also learned that African governments must be held to account for how resources are spent. "We are coming out of the adolescence of optimism, where we thought that just putting on our marching boots and pulling a big number you could transform the lives of the continent of Africa. Well, you can't," he told Reuters on Wednesday at the end of a six-nation tour of Africa. "The problems are much more complex than we thought they were and I think Africans must have been smiling and cringing at times when they saw us just thinking that money could solve their problems."

In recent years the U2 lead singer has been in the spotlight as often for campaigning for debt cancellation and African aid as he has been in front of a sea of screaming music fans. Negotiating between those two worlds, he said he grew to recognize that where aid is properly invested it can help tackle disease and poverty. It can also help Africa fight back against the growing competitiveness from cheap goods produced by Asian countries that are flooding African markets and forcing factories to close, he said.

BARRICADES VS NEGOTIATIONS

Bono does not think burdensome conditions should be tied to aid. He said he realized such thinking will make him unpopular with some social movements. "What was once called foreign assistance we now need two names. One you can call mercy and response to an emergency like pandemic-type aid and you can't hold people ransom to their governments on that," he said. "And then there is other aid called investment but we have to be very careful where that aid goes," he said. Listening to activists living in Africa will be important, Bono said. "It is the activists here on the continent of Africa who are doubly hard on this point and we have to listen to them."

"GAME IS UP"

Bono said there was no single moment that helped transform his thinking about Africa but he was inspired along the way by what he saw. There were the success stories like factory workers modelling designer T-shirts for export at a fashion show in Lesotho; a business making mosquito nets in Tanzania; investments in Rwanda to turn the country into a regional technology hub; and a burgeoning business sector and stock market in Ghana. But there were also signs of continued need -- a pediatric ward in Kigali's main hospital where four, sometimes six, children share a bed, and a school with 100 children to a classroom where the roof is caving in. "Change is coming too slow for a whole generation who don't have access to education and healthcare," he said.

ARTICLE 4

EVA LONGORIA AND THE PADRES CONTRA EL CANCER ORGANIZATION

[From: <http://www.iamhope.org/about.html>]

Television viewers are accustomed to seeing Eva Longoria as a *desperate housewife* searching for happiness in all the wrong places. But during her recent visit to a local pediatric cancer center, fans became privy to the person behind the glamour.

As the first national spokesperson for PADRES, Longoria, who plays the role of Gabrielle Solis in the hit primetime ABC series, *Desperate Housewives*, visited with some of the PADRES' children and families at Childrens Hospital Los Angeles. Dressed in jeans, a pink short blazer, her long hair pulled back in a ponytail, she quietly walked through the hospital halls, greeting children and hugging parents. As she sat next to a two-year-old girl hospitalized for an infection following treatment for a brain tumor, the toddler's mother began crying. With heart-felt empathy, Longoria tenderly assured the mother that her strength is unbreakable. She later chatted with an 11-year-old boy with lymphoma, who was going home after almost two weeks in the hospital. His upbeat joy and laughter in the face of hardship left an indelible impression on the young actress.

"I'm blessed to be a part of PADRES," Longoria says. "Being with these children was the highlight of my month. They have so much energy and enthusiasm. They appreciate the very breath that they take, reminding me of the importance of taking life day by day."

Longoria, recently voted by *Variety* as one of the "Ten New Faces to Watch" this Fall and one of People en Espanol's "25 Most Beautiful People," spent two afternoons at the hospital, visiting with two dozen families whose lives have forever changed. As she holds two-year-old Alexandria Endrenal, who was diagnosed with leukemia last year, the dynamic actress shares her desire to use her celebrity status to create a greater awareness and understanding for the plight of Latino children living with cancer.

"I've experienced cancer with older relatives and I've seen their pain and suffering," says Longoria. "I can only imagine how hard it must be for a child. Latino families, because of social, economic and cultural barriers don't always have access to all the resources available. That's what attracted me to PADRES -- together we can break those barriers, so no child or family suffers alone."

As the national spokesperson for PADRES, the Mexican-American actress will be honored during the organization's 20th anniversary gala, *El Sueño de Esperanza*, on March 31 at the Skirball Cultural Center. Her pledge to the organization is to bring *Esperanza* (hope) to the children and families facing the most frightening experience of their lives.

"My wish is for PADRES to become a nationally recognized organization attracting sponsors, donations and support from all communities, not only our own, to join in the battle against cancer," Longoria says. "When these children see me on TV, I want them to know that there is an organization devoted just to them and that they have hope."

PADRES Contra El Cáncer is a non-profit organization committed to improving the quality of life for Latino children with cancer and their families.

PADRES Contra El Cáncer (PADRES) brings together children, families, healthcare professionals and community leaders to promote a comprehensive understanding of childhood cancer and other blood disorders, as well as, effective methods for their treatment. We currently

remain the only Latino organization of its kind operating within the United States. The success of our unique and inclusive program model is premised upon a health & education curriculum designed to be culturally–relevant, family–centered and community–based. All PADRES programs, activities and services, while oriented to the Latino community, serve childhood cancer patients from all races and ethnic origins. No family is turned away.

Founded in 1985, PADRES was created after two research studies funded by the American Cancer Society indicated that culturally–relevant educational and emotional support services for the Latino patient were lacking in the medical setting. The outcome of the studies influenced the medical community to recognize education and emotional support as vital health–related services in ensuring success of the treatment plan and the survival of the child.

When PADRES first opened its doors, our organization offered its support to eight families. Since that time, our programs, activities and services have assisted more than 3,200 families and 16,000 extended family members residing in Southern California. Ranging from infancy to 18 years old, over 70 percent of our program recipients are predominantly Spanish–speaking.